

In the Claims:

What is claimed is:

BEST AVAILABLE COPY

Claims 1-8 are canceled.

1 9. [Original] A marketing method comprising:
2 accessing a condition associated with an operation of an image forming
3 device configured to use a consumable to form a hard image;
4 monitoring the operation of the image forming device;
5 communicating a request externally of the image forming device using the
6 image forming device and responsive to the monitoring;
7 receiving a message responsive to the communicating the request; and
8 communicating the message using the image forming device.

1 10. [Original] The method of claim 9 wherein the accessing comprises
2 accessing the condition from the consumable.

1 11. [Original] The method of claim 9 wherein the accessing comprises
2 accessing the condition related to a status of the consumable and the monitoring
3 comprises monitoring the status of the consumable.

1 12. [Original] The method of claim 9 wherein the accessing comprises
2 accessing the condition not related to a status of the consumable.

1 13. [Original] The method of claim 9 wherein the accessing comprises
2 accessing the condition related to a life span of the image forming device and
3 the monitoring comprises monitoring the life span of the image forming device.

1 14. [Original] The method of claim 9 wherein the accessing comprises
2 accessing the condition related to a status of another consumable not having
3 the condition, and the monitoring comprises monitoring the status of the another
4 consumable.

PDNO. 10006504-4
Serial No. 09/932,638
Amendment A

1 15. [Original] The method of claim 9 wherein the accessing comprises
2 accessing a plurality of conditions related to statuses of a plurality of
3 consumables used by the image forming device to form the hard image, and the
4 monitoring comprises monitoring the statuses of the consumables.

1 16. [Original] The method of claim 9 wherein the communicating the
2 request comprises communicating the request including an identifier of the
3 image forming device.

1 17. [Original] A marketing method comprising:
2 accessing a condition associated with an operation of an image forming
3 device configured to use a consumable to form a hard image;
4 monitoring the operation of the image forming device;
5 communicating a request using the image forming device to a marketing
6 system external of the image forming device responsive to the monitoring;
7 communicating a message using the marketing system responsive to
8 receiving the request; and
9 communicating the message using the image forming device.

1 18. [Original] The method of claim 17 wherein the accessing
2 comprises accessing the condition from the consumable.

1 19. [Original] The method of claim 17 wherein the accessing
2 comprises accessing the condition related to a status of the consumable and the
3 monitoring comprises monitoring the status of the consumable.

1 20. [Original] The method of claim 17 wherein the accessing
2 comprises accessing the condition not related to a status of the consumable.

1 21. [Original] The method of claim 17 wherein the accessing
2 comprises accessing the condition related to a life span of the image forming
3 device and the monitoring comprises monitoring the life span of the image
4 forming device.

PDNO. 10006504-4
Serial No. 09/932,638
Amendment A

1 22. [Original] The method of claim 17 wherein the accessing
2 comprises accessing the condition related to a status of another consumable not
3 having the condition, and the monitoring comprises monitoring the status of the
4 another consumable.

1 23. [Original] The method of claim 17 wherein the communicating the
2 request comprises communicating the request including an identifier of the
3 image forming device, and further comprising selecting the message from a
4 plurality of other messages using the identifier, and wherein the communicating
5 the message comprises communicating the message after the selecting.

PDNO. 10006504-4
Serial No. 09/932,638
Amendment A